

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **May-24** Preliminary

Visitor Industry Performance Measures

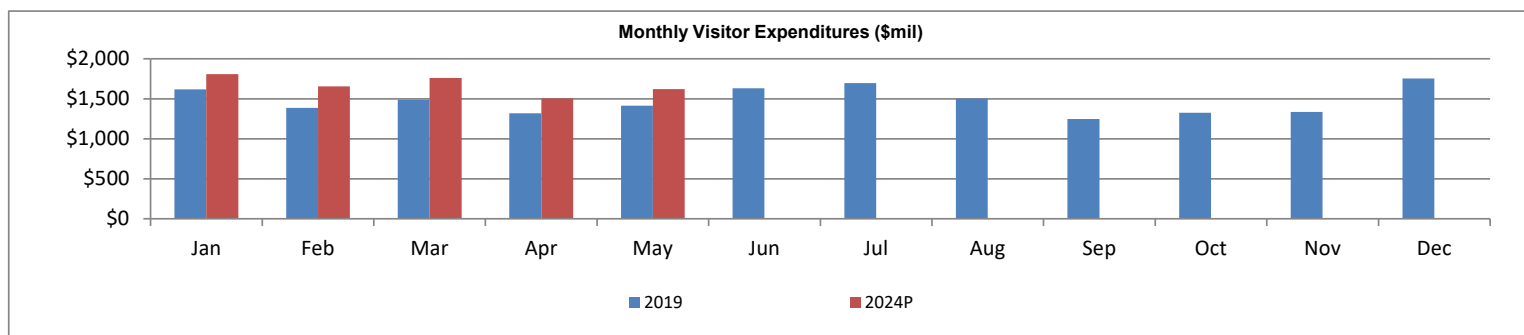
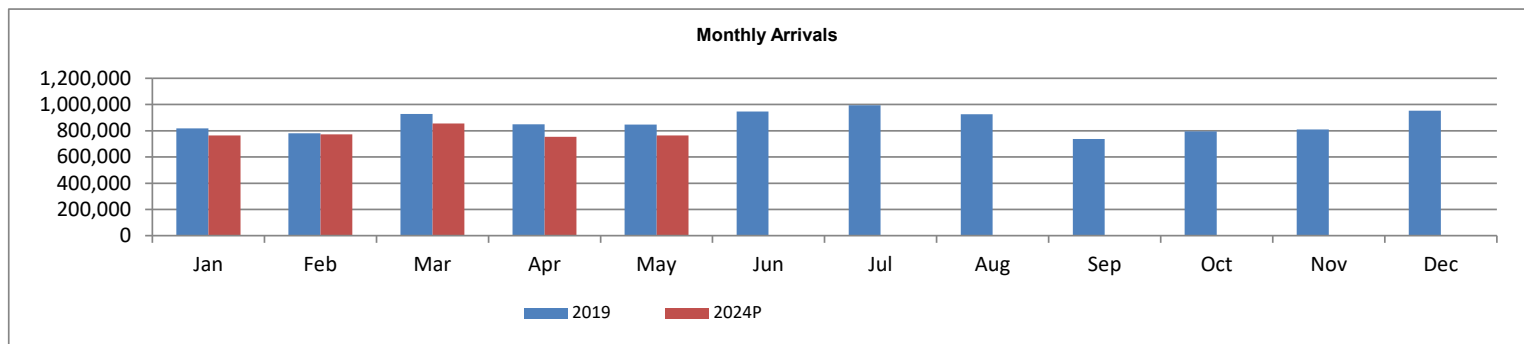
Market: **OVERALL**

Key Performance Indicators

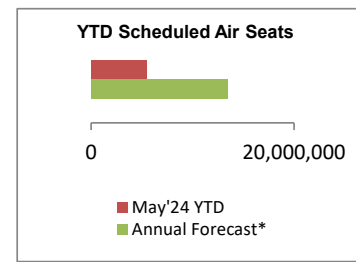
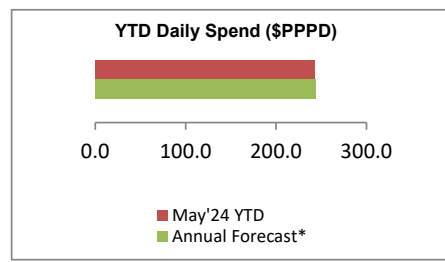
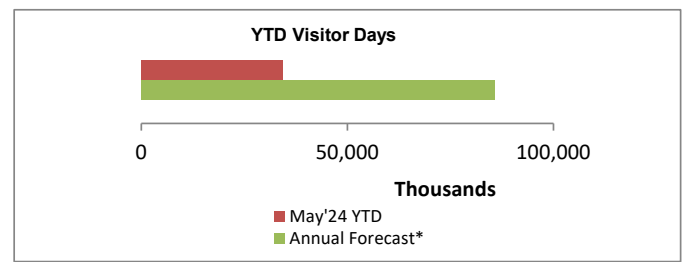
	YOY Rate	May'19 YTD	May'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 15.6%	7,227.0	8,352.7	20,955.2	O'ahu	-5.7%	2,322,676
Daily Spend (\$PPPD)	↑ 24.1%	195.8	243.1	244.4	Maui	-25.3%	916,169
Visitor Days	↓ -6.9%	36,904,705	34,362,066	85,754,711	Moloka'i	-44.3%	14,181
Arrivals	↓ -7.5%	4,224,071	3,908,307	9,644,345	Lāna'i	-47.9%	17,507
Daily Census	↓ -7.5%	244,402	226,066	234,302	Kaua'i	-0.1%	551,099
Airlift (scheduled seats) [^]	↓ -0.2%	5,526,217	5,512,991	13,409,335	Hawai'i Island	-1.1%	709,174

* DBEDT Annual Forecast as of Q2 2024.
DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of April 19, 2024, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

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Visitor Industry Performance Measures

Market: **U.S. TOTAL**

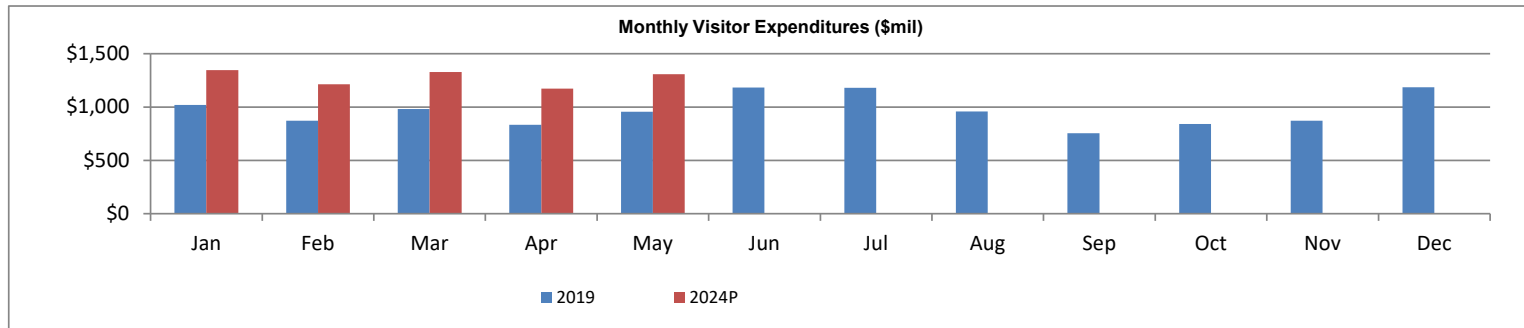
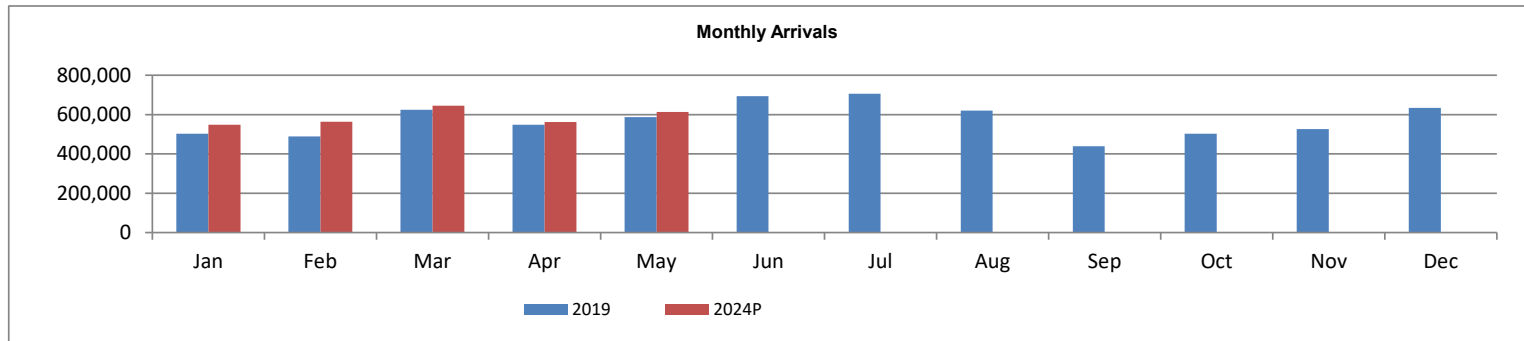
Key Performance Indicators

	YOY Rate	May'19 YTD	May'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 36.5%	4,663.6	6,367.2	15,666.3	O'ahu	19.7%	1,589,458
Daily Spend (\$PPPD)	↑ 29.9%	188.4	244.8	244.6	Maui	-19.0%	770,781
Visitor Days	↔ 5.1%	24,754,405	26,012,656	64,059,129	Moloka'i	-42.4%	10,381
Arrivals	↔ 6.6%	2,751,492	2,932,804	7,176,948	Lāna'i	-36.0%	14,740
Daily Census	↔ 4.4%	163,936	171,136	175,025	Kaua'i	6.9%	484,468
Airlift (scheduled seats) [^]	↑ 11.6%	3,875,933	4,324,731	10,655,166	Hawai'i Island	15.5%	586,575

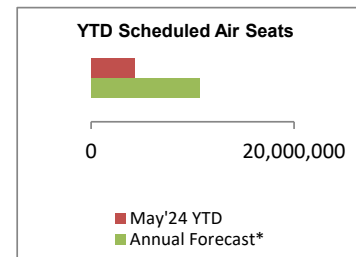
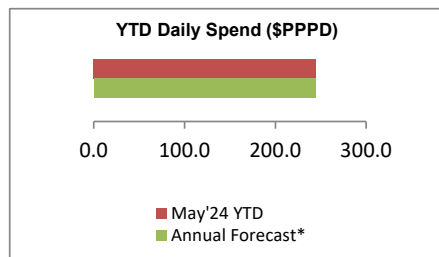
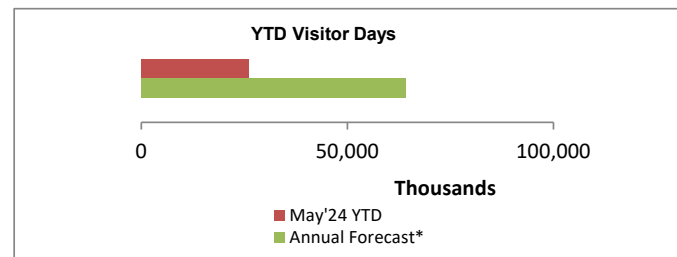
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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

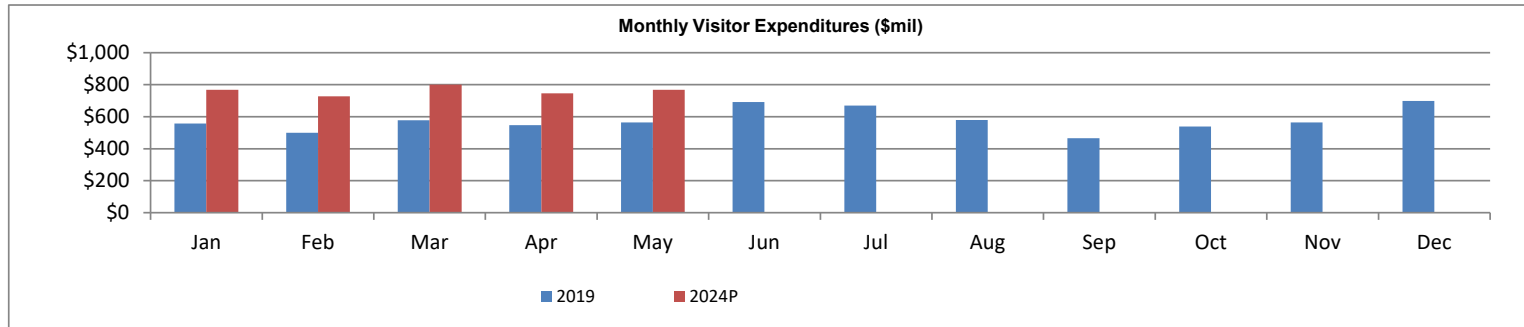
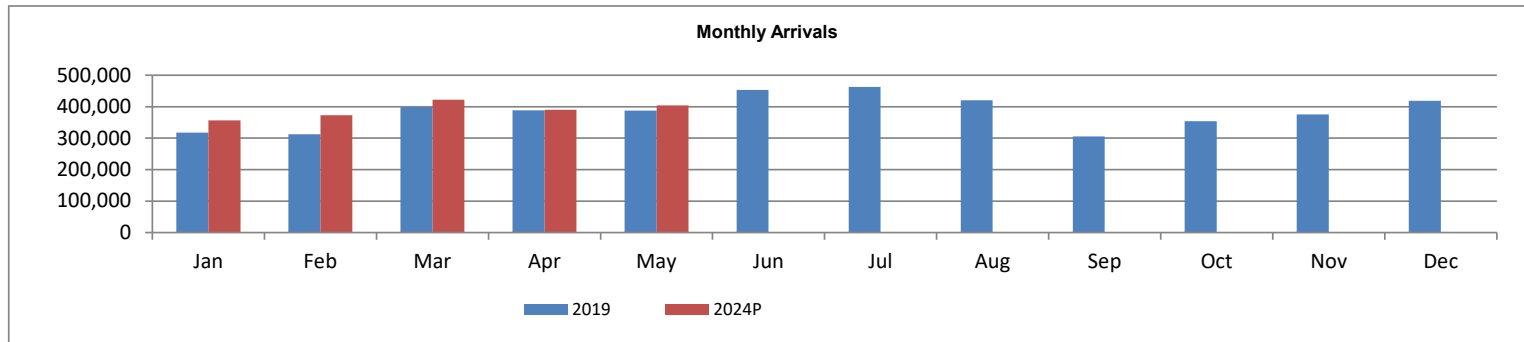
Market: **U.S. WEST**

Key Performance Indicators

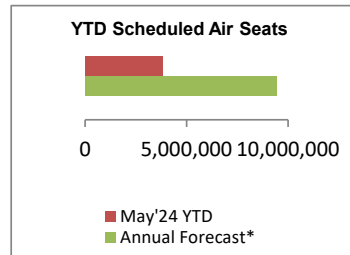
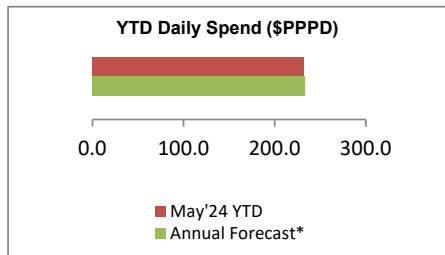
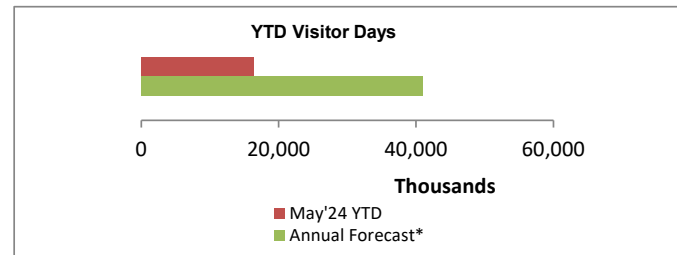
	YOY Rate	May'19 YTD	May'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 38.8%	2,745.5	3,809.8	9,533.5	O'ahu	25.2%	987,658
Daily Spend (\$PPPD)	↑ 31.6%	176.7	232.6	233.0	Maui	-20.1%	488,648
Visitor Days	↔ 5.5%	15,534,602	16,381,884	40,916,237	Moloka'i	-45.0%	6,113
Arrivals	↔ 7.7%	1,805,355	1,945,227	4,825,028	Lāna'i	-34.3%	8,085
Daily Census	↔ 4.8%	102,878	107,776	111,793	Kaua'i	7.4%	304,706
Airlift (scheduled seats) [^]	↑ 12.3%	3,393,809	3,812,214	9,437,312	Hawai'i Island	14.7%	366,139

^{*} DBEDT Annual Forecast as of Q2 2024.
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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

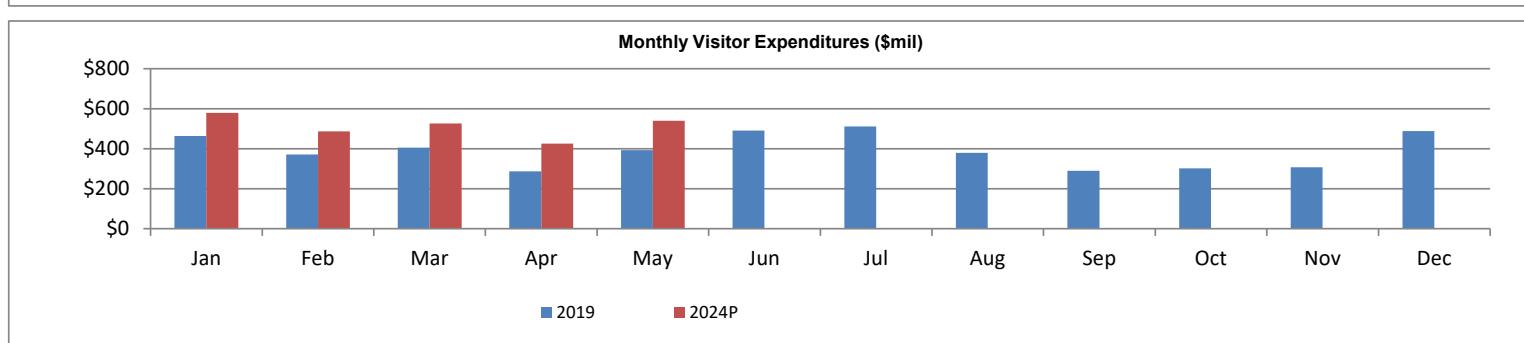
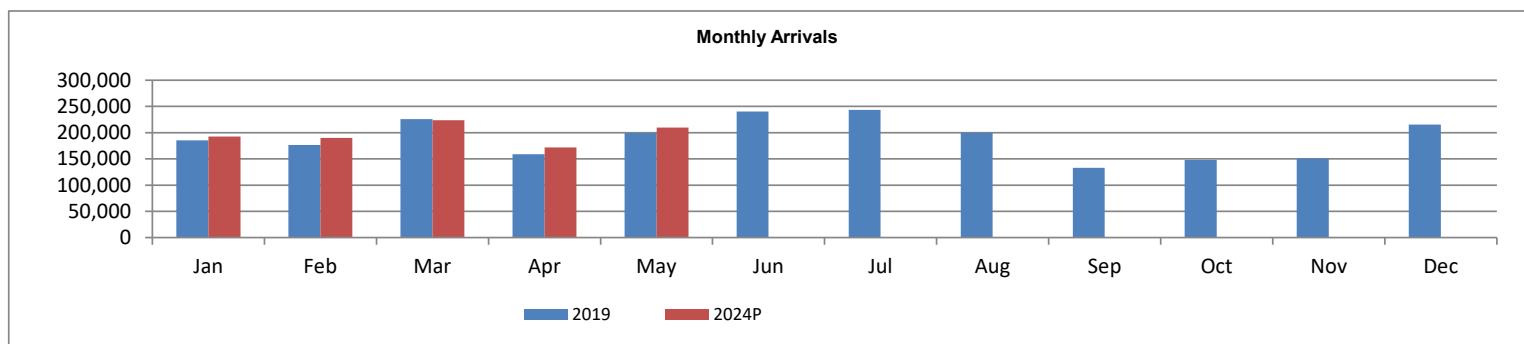
Market: **U.S. EAST**

Key Performance Indicators

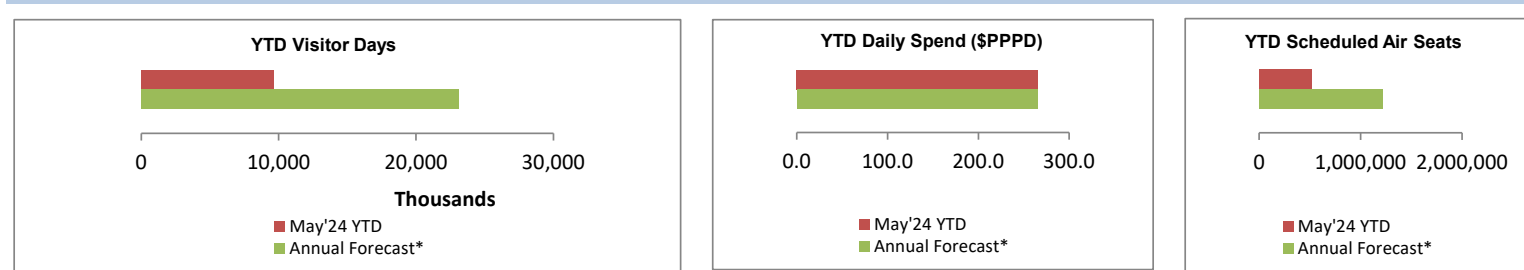
	YOY Rate	May'19 YTD	May'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 33.3%	1,918.1	2,557.4	6,132.9	O'ahu	11.5%	601,800
Daily Spend (\$PPPD)	↑ 27.6%	208.0	265.5	265.0	Maui	-17.0%	282,133
Visitor Days	↔ 4.5%	9,219,803	9,630,772	23,142,892	Moloka'i	-38.1%	4,268
Arrivals	↔ 4.4%	946,137	987,577	2,351,920	Lāna'i	-38.0%	6,655
Daily Census	↔ 3.8%	61,058	63,360	63,232	Kaua'i	6.0%	179,762
Airlift (scheduled seats) [^]	↔ 6.3%	482,124	512,517	1,217,854	Hawai'i Island	17.0%	220,436

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Hawai'i Tourism Authority Report Date: **May-24** Preliminary

Visitor Industry Performance Measures

Market: **JAPAN**

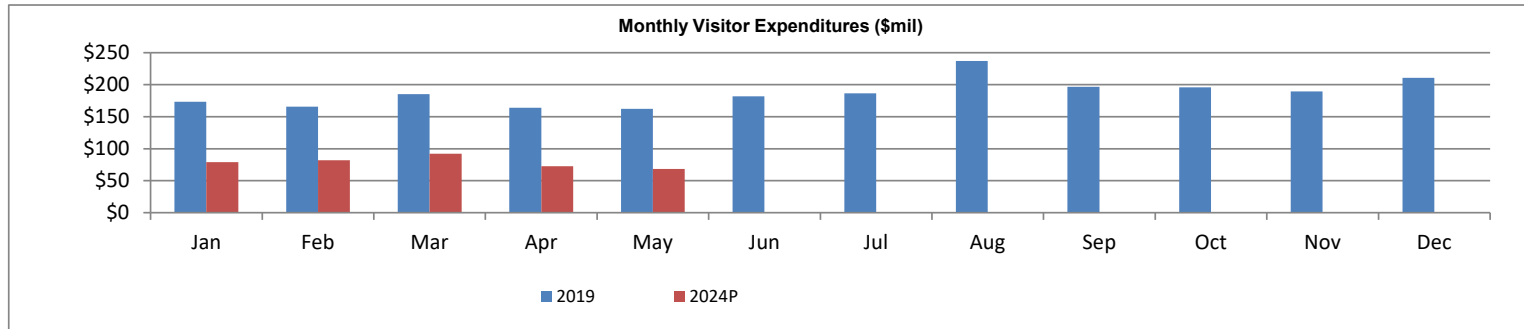
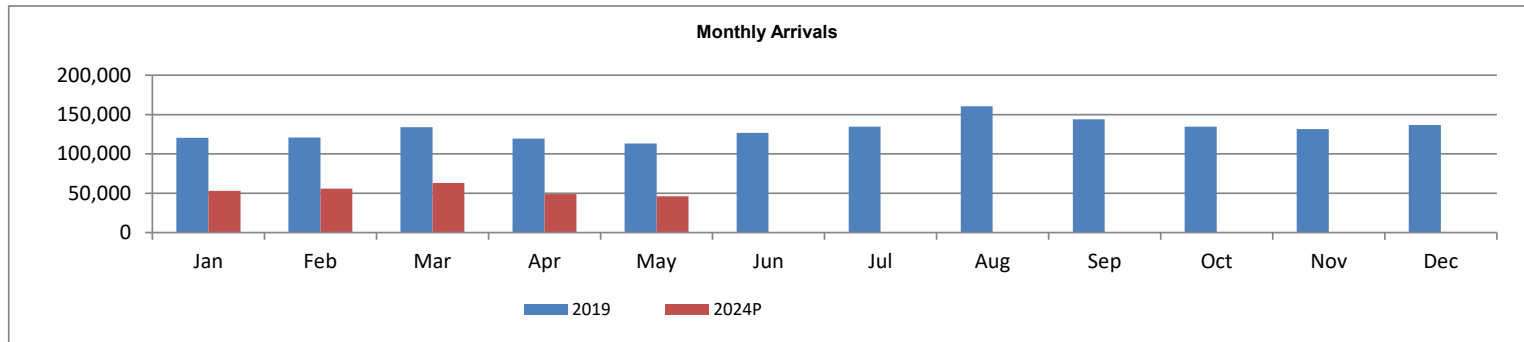
Key Performance Indicators

	YOY Rate	May'19 YTD	May'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -53.7%	850.4	394.0	1,130.3	O'ahu	-54.8%	260,583
Daily Spend (\$PPPD)	↔ -0.2%	239.3	238.9	239.0	Maui	-74.0%	5,092
Visitor Days	↓ -53.6%	3,553,482	1,649,408	4,729,243	Moloka'i	-30.7%	398
Arrivals	↓ -56.1%	607,643	266,687	770,235	Lāna'i	-83.3%	121
Daily Census	↓ -53.9%	23,533	10,851	12,921	Kaua'i	-74.0%	2,613
Airlift (scheduled seats) [^]	↓ -29.5%	825,902	581,888	1,424,893	Hawai'i Island	-70.8%	17,771

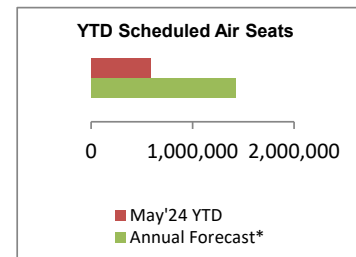
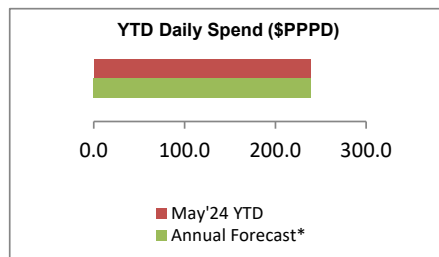
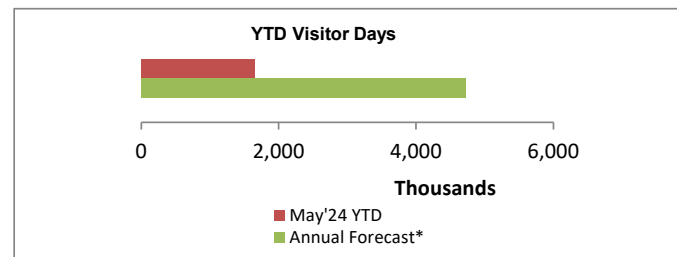
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Monthly Indicators



Annual Indicators



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Hawai'i Tourism Authority Report Date: **May-24** Preliminary

Visitor Industry Performance Measures

Market: **CANADA**

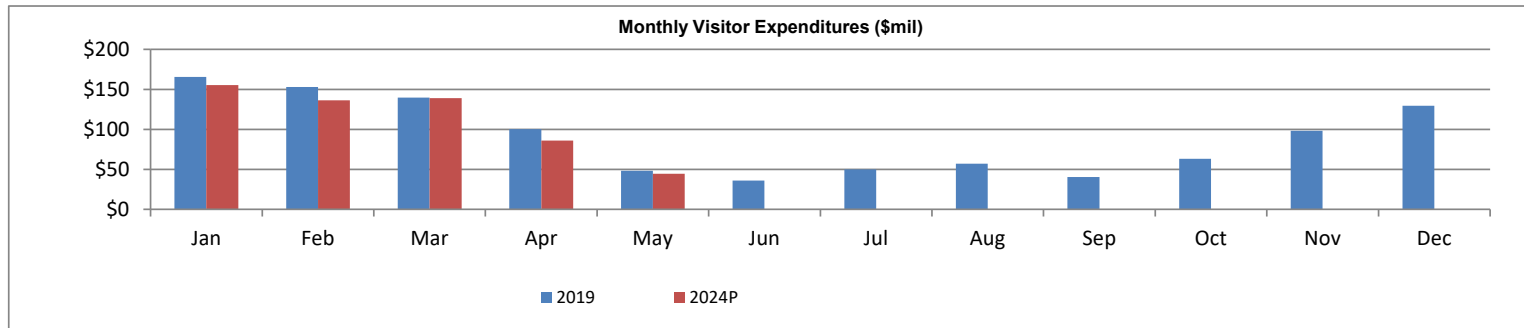
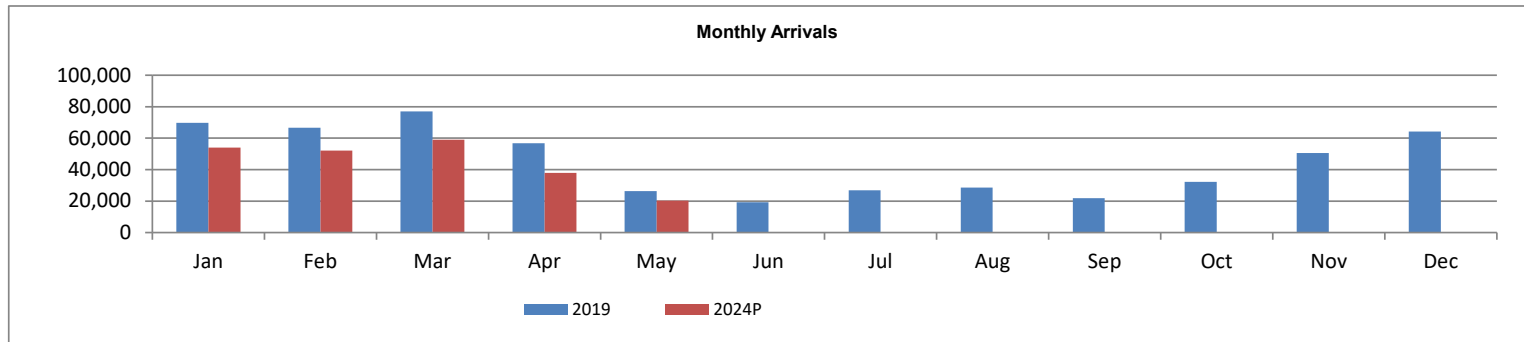
Key Performance Indicators

	YOY Rate	May'19 YTD	May'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	👉 -7.5%	606.7	561.1	1,107.7	O'ahu	-0.9%	120,559
Daily Spend (\$PPPD)	👈 32.2%	166.4	220.0	223.0	Maui	-43.0%	82,737
Visitor Days	👇 -30.0%	3,646,133	2,550,968	4,967,107	Moloka'i	-46.1%	1,472
Arrivals	👇 -24.6%	296,362	223,402	439,567	Lāna'i	-63.5%	1,111
Daily Census	👇 -30.5%	24,147	16,783	13,571	Kaua'i	-43.7%	23,766
Airlift (scheduled seats) [^]	👇 -17.7%	289,796	238,592	429,764	Hawai'i Island	-25.4%	39,558

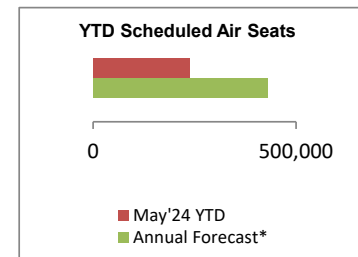
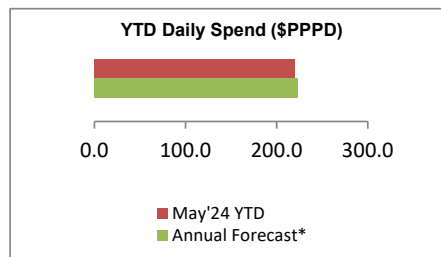
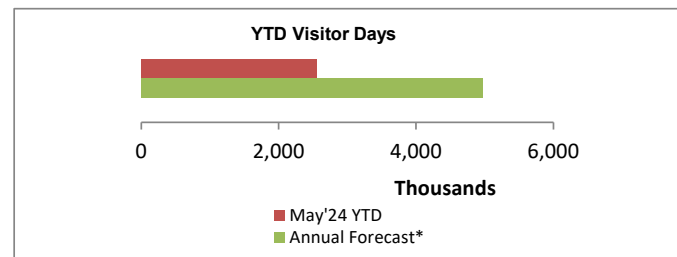
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Monthly Indicators



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Hawai'i Tourism Authority Report Date: **May-24** Preliminary

Visitor Industry Performance Measures

Market: **OCEANIA**

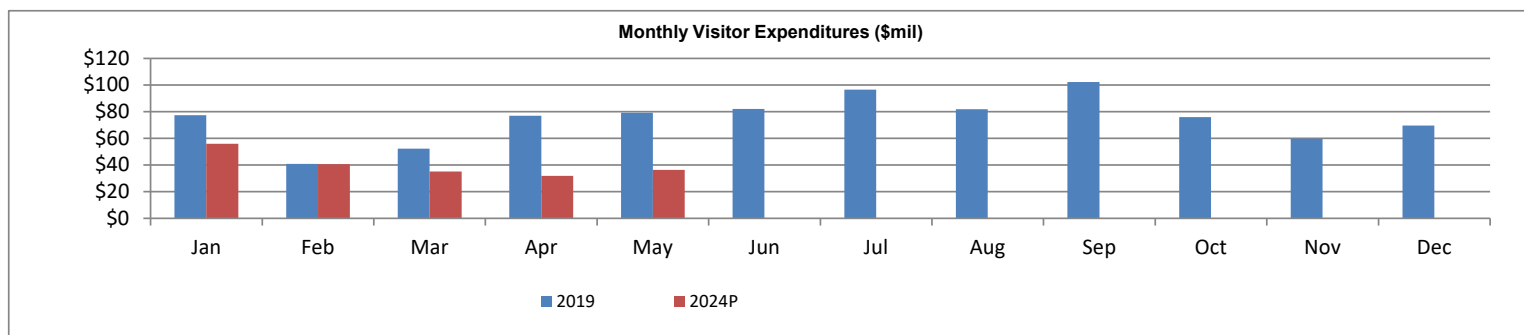
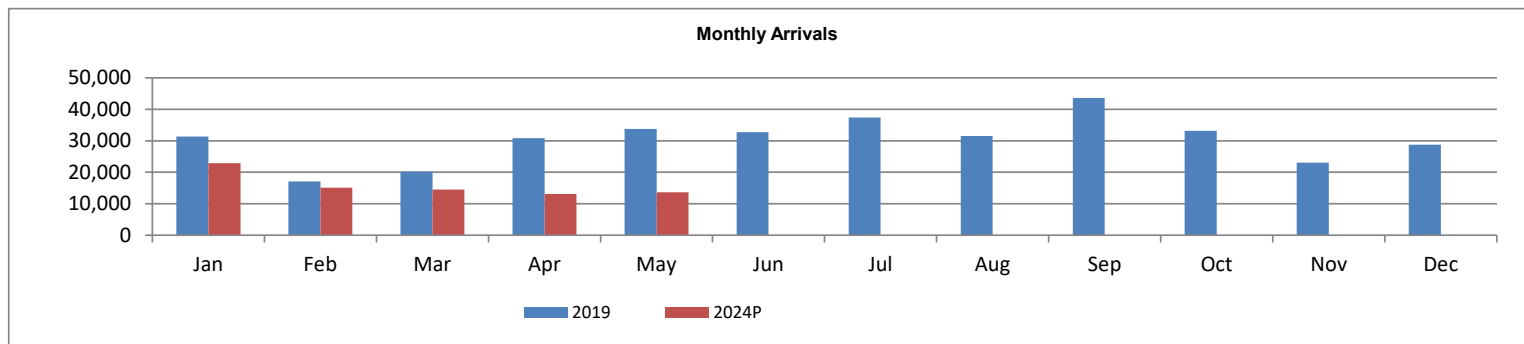
Key Performance Indicators

	YOY Rate	May'19 YTD	May'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -38.8%	326.8	200.1	585.9	O'ahu	-40.4%	77,835
Daily Spend (\$PPPD)	↑ 10.9%	263.1	291.8	294.0	Mau	-71.0%	6,330
Visitor Days	↓ -44.8%	1,242,158	685,647	1,992,855	Moloka'i	-49.4%	910
Arrivals	↓ -40.5%	133,172	79,291	230,655	Lāna'i	-70.7%	732
Daily Census	↓ -45.2%	8,226	4,511	5,445	Kaua'i	-59.5%	4,781
Airlift (scheduled seats) [^]	↓ -38.0%	200,684	124,329	296,701	Hawai'i Island	-57.9%	6,476

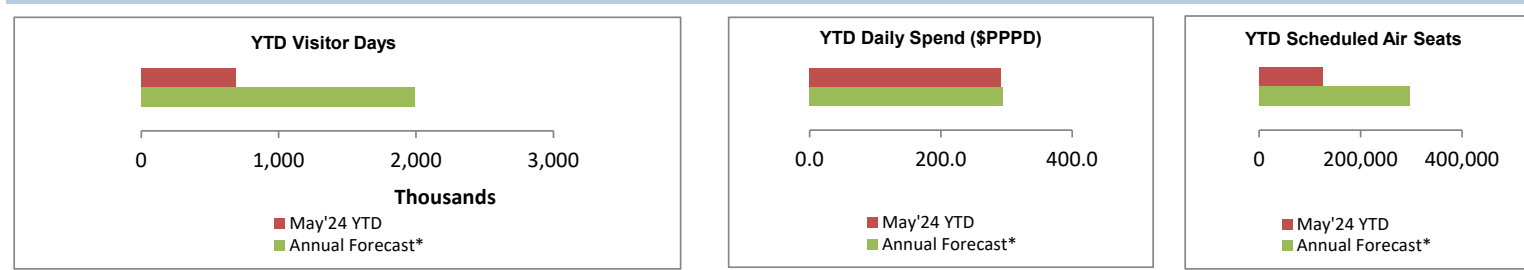
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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

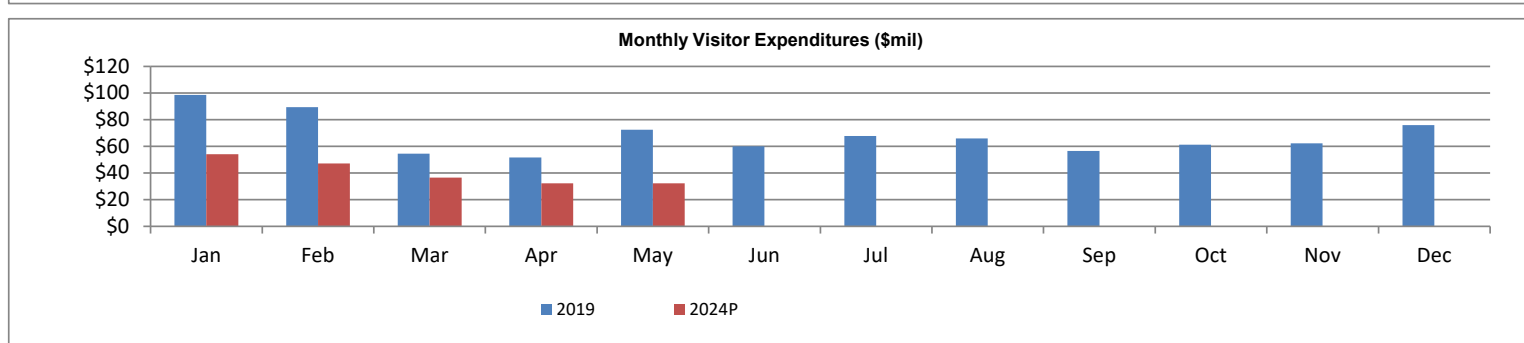
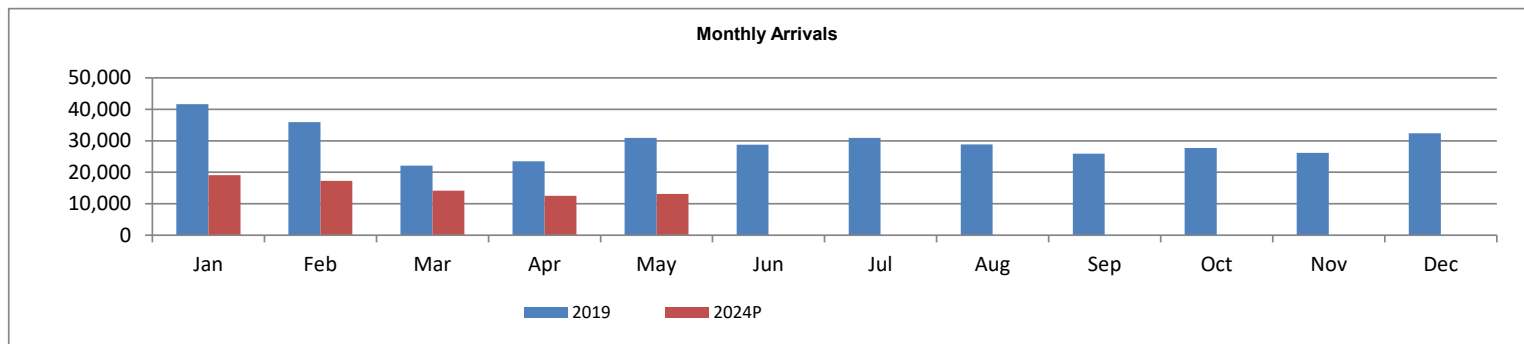
Market: **OTHER ASIA**

Key Performance Indicators

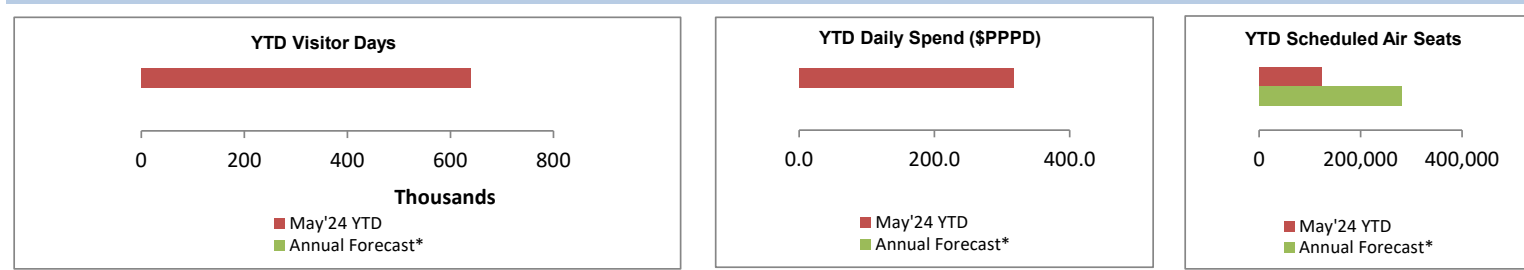
	YOY Rate	May'19 YTD	May'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -44.8%	366.7	202.5	NA	O'ahu	-51.1%	73,260
Daily Spend (\$PPPD)	↔ 6.5%	297.8	317.2	NA	Maui	-84.6%	4,051
Visitor Days	↓ -48.2%	1,231,490	638,428	NA	Moloka'i	-64.3%	274
Arrivals	↓ -50.5%	153,953	76,154	NA	Lāna'i	-88.9%	104
Daily Census	↓ -48.5%	8,156	4,200	NA	Kaua'i	-44.6%	3,326
Airlift (scheduled seats) [^]	↓ -40.2%	205,111	122,668	281,144	Hawai'i Island	-53.6%	14,779

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Monthly Indicators



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Visitor Industry Performance Measures

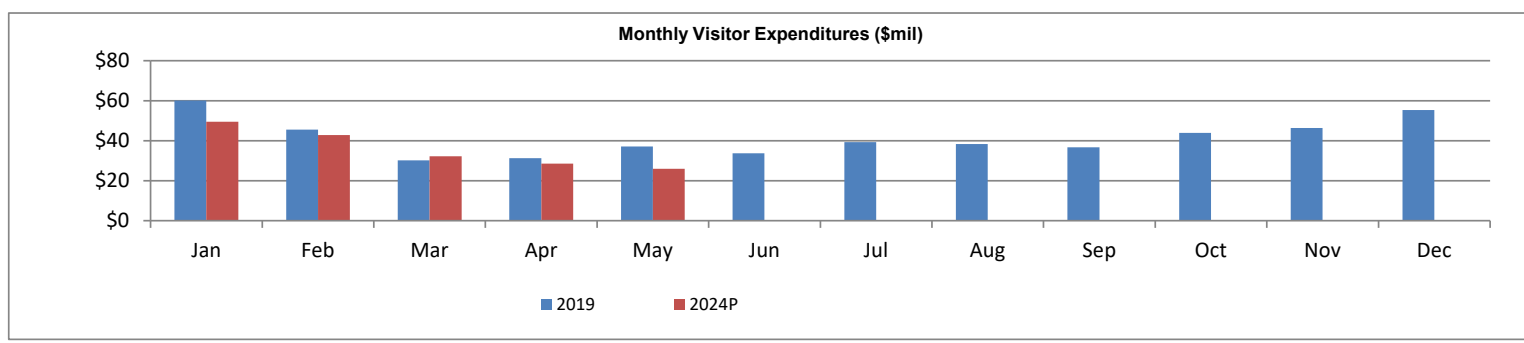
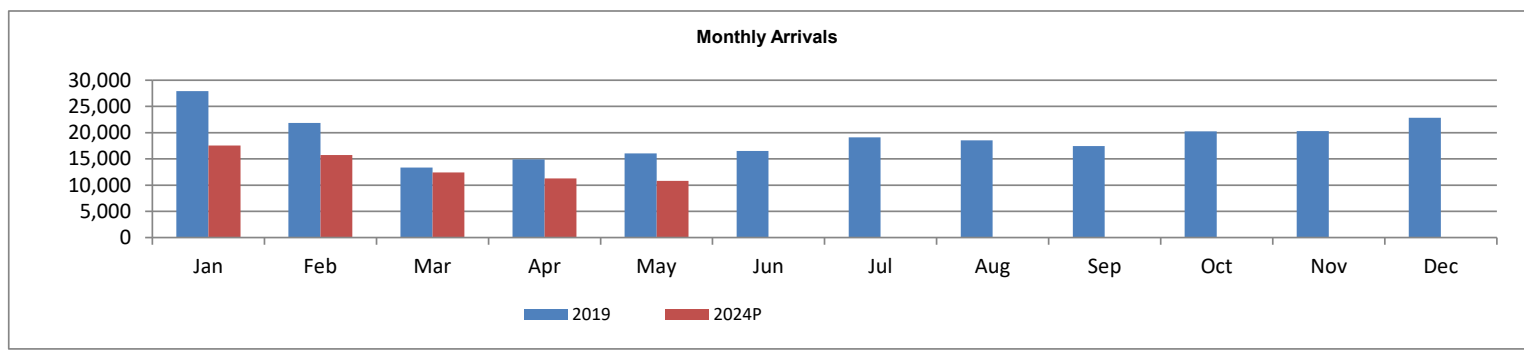
Market: **KOREA**

Key Performance Indicators

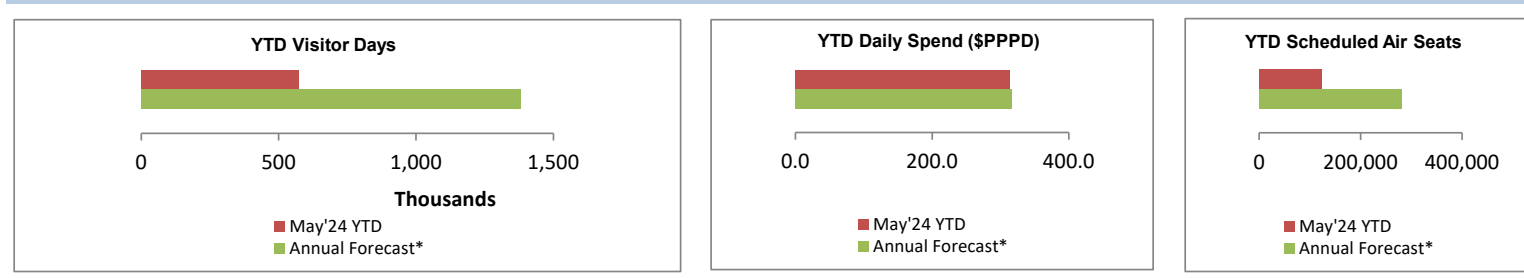
	YOY Rate	May'19 YTD	May'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -12.3%	204.2	179.0	438.1	O'ahu	-28.3%	66,251
Daily Spend (\$PPPD)	↑ 12.4%	278.5	313.1	317.0	Maui	-77.7%	2,829
Visitor Days	↓ -22.0%	733,030	571,860	1,382,037	Moloka'i	-29.4%	234
Arrivals	↓ -27.9%	94,062	67,787	162,593	Lāna'i	-91.6%	27
Daily Census	↓ -22.5%	4,855	3,762	3,776	Kaua'i	-19.6%	2,689
Airlift (scheduled seats) [^]	↔ -9.9%	136,117	122,668	281,144	Hawai'i Island	4.7%	12,518

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Visitor Industry Performance Measures

Market: **CHINA**

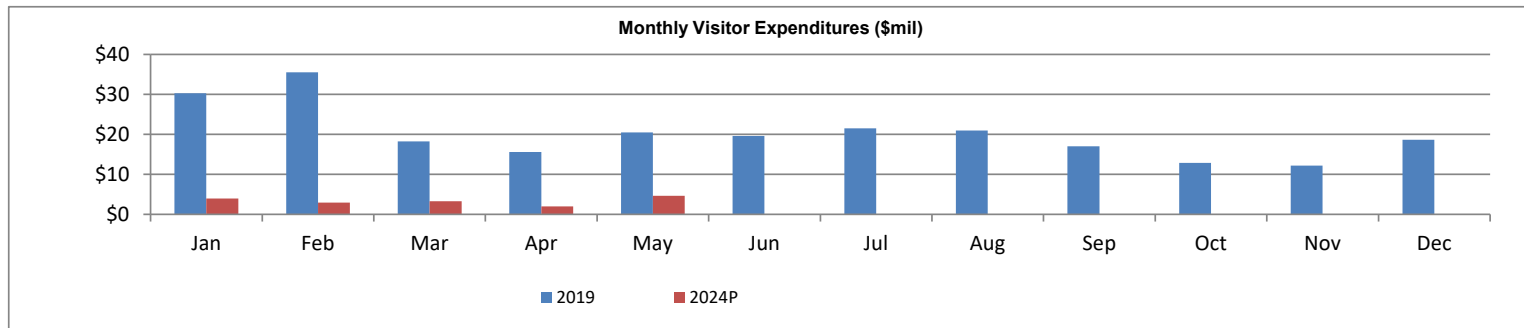
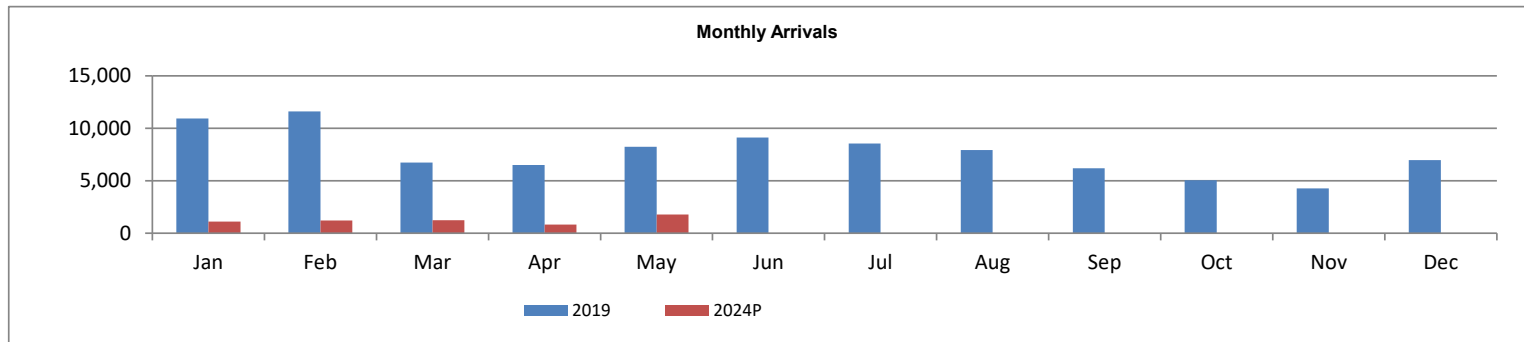
Key Performance Indicators

	YOY Rate	May'19 YTD	May'24 YTD	Annual Forecast*		Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -86.0%	120.1	16.8	NA		O'ahu	-87.3%	5,372
Daily Spend (\$PPPD)	↑ 12.1%	334.2	374.7	NA		Maui	-92.2%	787
Visitor Days	↓ -87.5%	359,255	44,838	NA		Moloka'i	-92.9%	28
Arrivals	↓ -86.1%	44,022	6,131	NA		Lāna'i	-88.8%	59
Daily Census	↓ -87.6%	2,379	295	NA		Kaua'i	-79.8%	397
Airlift (scheduled seats) [^]	N/A	54,306	N/A	N/A		Hawai'i Island	-89.2%	1,804

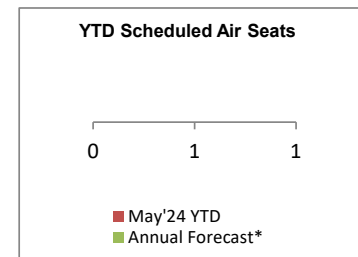
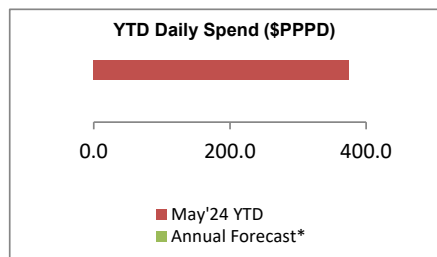
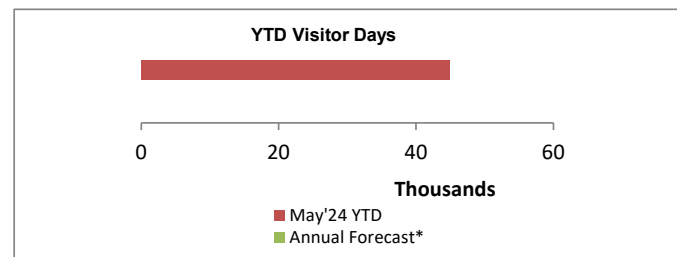
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Visitor Industry Performance Measures

Market: **EUROPE**

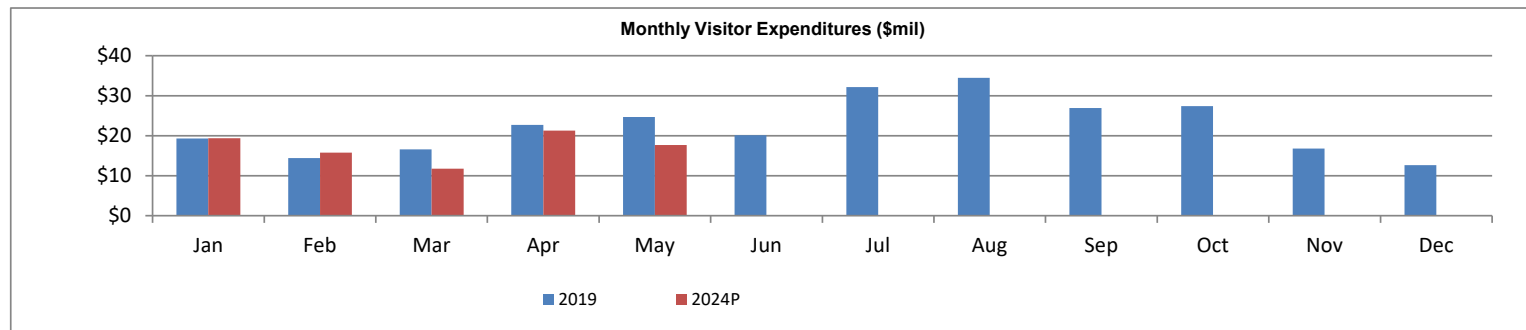
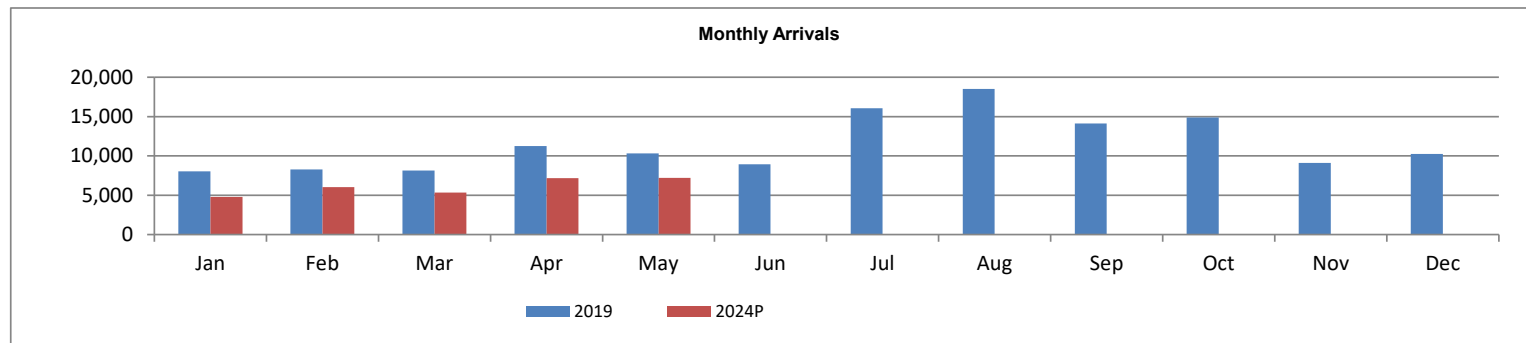
Key Performance Indicators

	YOY Rate	May'19 YTD	May'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -12.1%	97.6	85.8	276.3	O'ahu	-31.1%	23,555
Daily Spend (\$PPPD)	↑ 29.8%	164.4	213.4	224.0	Maui	-53.0%	9,122
Visitor Days	↓ -32.3%	593,835	402,174	1,233,293	Moloka'i	-65.2%	231
Arrivals	↓ -33.7%	46,035	30,506	91,695	Lāna'i	-70.6%	154
Daily Census	↓ -32.7%	3,933	2,646	3,370	Kaua'i	-33.1%	7,216
Airlift (scheduled seats) [^]	N/A	N/A	N/A	N/A	Hawai'i Island	-24.5%	9,679

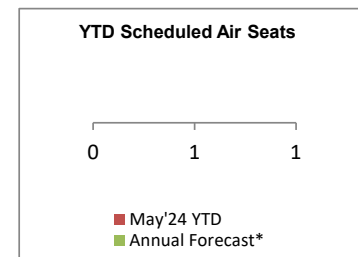
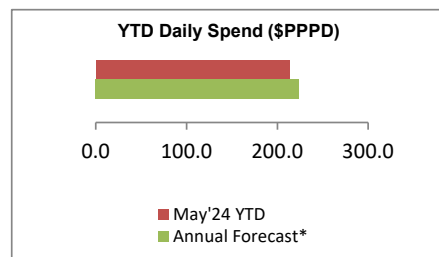
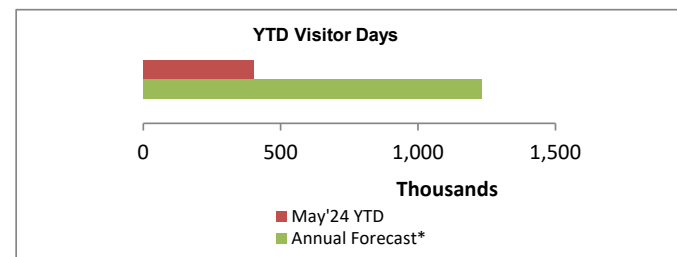
* DBEDT Annual Forecast as of Q2 2024.

DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of April 19, 2024, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **May-24** Preliminary

Visitor Industry Performance Measures

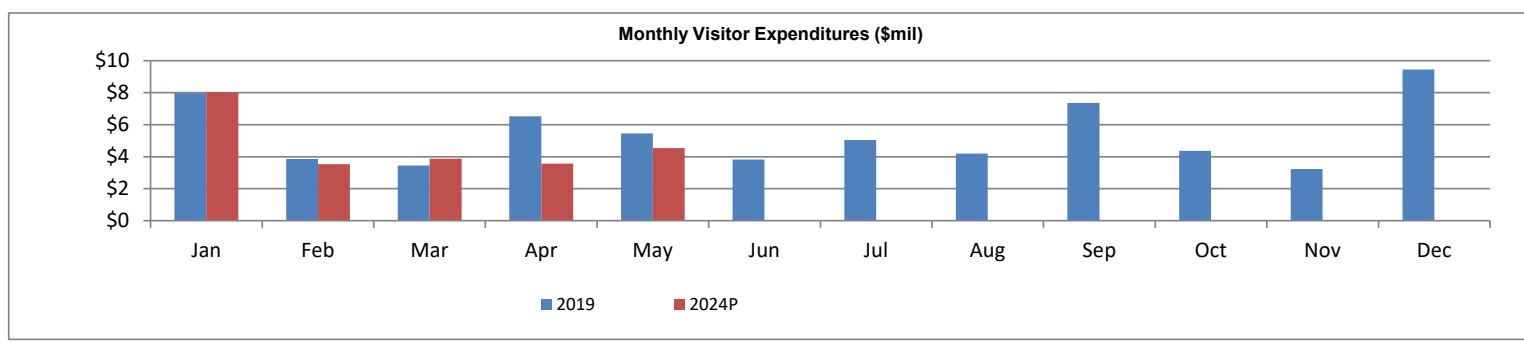
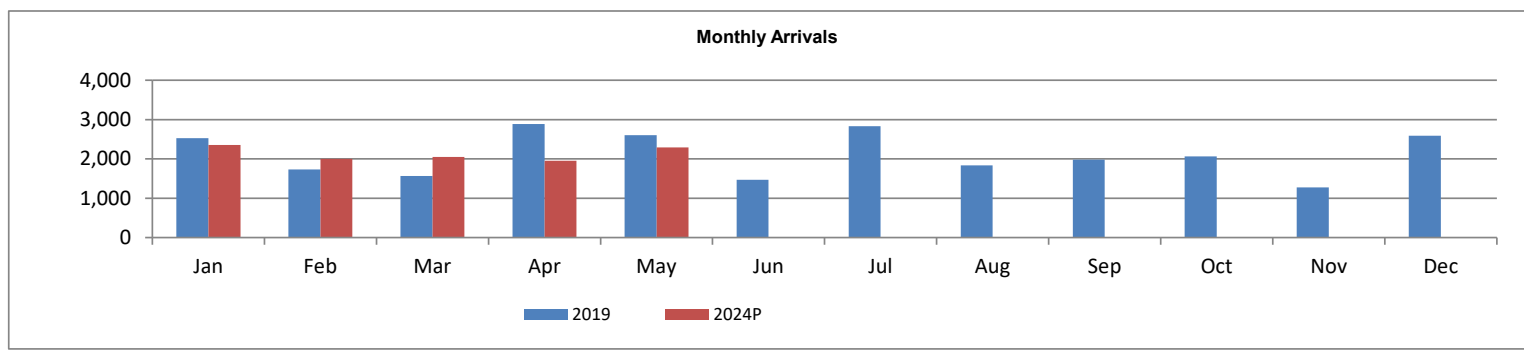
Market: **LATIN AMERICA**

Key Performance Indicators

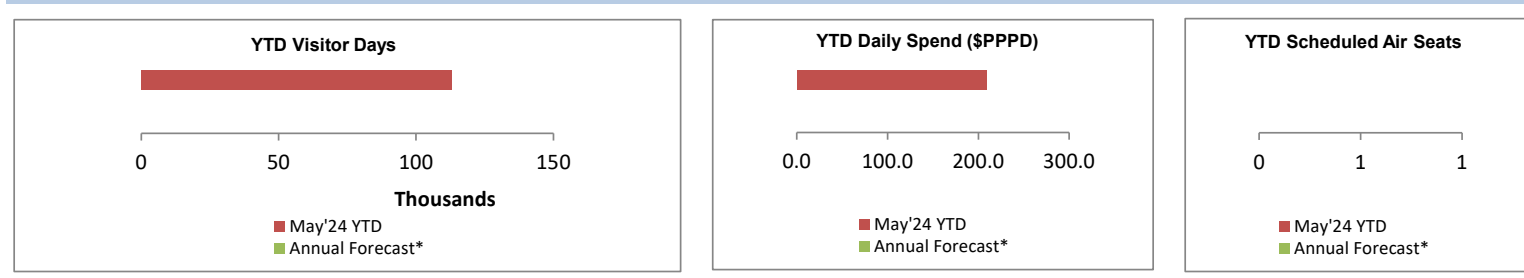
	YOY Rate	May'19 YTD	May'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -13.6%	27.2	23.5	NA	O'ahu	-8.2%	8,100
Daily Spend (\$PPPD)	↓ -8.8%	228.8	208.7	NA	Maui	-24.6%	2,888
Visitor Days	↓ -5.2%	119,015	112,799	NA	Moloka'i	-31.3%	53
Arrivals	↓ -5.8%	11,306	10,647	NA	Lāna'i	-70.7%	67
Daily Census	↓ -5.8%	788	742	NA	Kaua'i	-9.8%	1,243
Airlift (scheduled seats) [^]	N/A	N/A	N/A	N/A	Hawai'i Island	-2.7%	2,006

^{*} DBEDT Annual Forecast as of Q2 2024.
[^] DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of April 19, 2024, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures